



Module 4

1. **Study the Introduction of many books.** You are welcome to use Dr. Paula's "Solutions For Families" book, but don't stop there. **Read many Introductions** and you'll get a plethora of ideas for yours. Of course, don't copy other introductions – simply learn from them.

The Introduction may be your readers' first "taste" of your book, and the deciding factor re: whether it will be purchased or passed by. You want your Introduction to come from your heart and touch theirs. The following suggestions will help you:

- The Introduction usually explains why the author wrote the book and/or what he/she wanted to accomplish. This should be done in a way to touch the reader's heart and motivate them to read on.
 - There is no set length for an Introduction; it is usually one to four pages.
 - The Introduction may explain the special format of the book.
 - The author may give credit or a tribute to someone in the Introduction.
 - The Introduction should be in first person. Example: "I believe that there is only one thing a person needs to learn in this life: how to love." Speak to the reader like you would if you were speaking face-to-face.
 - The Introduction may share the overall message of the book. This is also an opportunity to share your "mission" with your readers. Introductions can be used as "getting to know you" pieces.
 - In some cases, authors invite other people to write their Introduction. If so, this is the time to contact that person, usually a person with credibility in the client's area of expertise. Usually, if another person writes the Introduction (or you may call it a "Foreward" – and you can have both), they spend part of the Introduction praising the efforts and expertise of the author.
2. **Write your book's Introduction.** Why now? Because this will force you to have a Master Plan for your book – a blueprint. If you don't have a blueprint, how will you know where you're going? The information in your book needs to be in a logical



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order. In the Introduction you explain what your book is all about ~ you begin with the end in mind. This is also why you created an outline of your book during the Module 3.

4. **Continue gathering information for your book and putting it in your folders.**
5. **If you haven't yet done so, listen and make notes on all the audio files I have sent.** Or, you may want to re-listen. The information is a critical part of this course.



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